



Department Description

The Office of Special Events is responsible for the overall management of events that take place on public property. It supports the significant role that events play in the development of San Diego's economic prosperity and enhancement of civic pride.

Representatives from the Office of Special Events work collaboratively with special event, business, visitor industries, and residential leadership throughout the community to facilitate events that provide unique and memorable experiences for residents and visitors while ensuring the public's safety and reducing the risk to the City of San Diego.

The Office of Special Events provides crucial leadership to the citywide Special Events Management Team. This team is comprised of more than sixty representatives from city, county, State, and federal governmental agencies involved in the recruiting, planning, permitting review, and on-site management of special events.

The Office of Special Events also works with the tourist industry to coordinate the development of bid proposals to bring major events and conventions to San Diego. It also serves as a liaison to these events once they have been secured.

The Department's mission is:

To enhance the vitality, quality, and economic prosperity of San Diego through the support of special events

Service Efforts and Accomplishments

In Fiscal Year 2010, the Office of Special Events provided management services for several national and international events that took place in San Diego including the Farmer's Insurance Open, Rock n' Roll Marathon, Comic-Con International, Surf Cup, and the Poinsettia and Holiday Bowls. In addition, the Office of Special Events provided

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permit, technical support, or promotional services for more than 1,700 community and major civic events attended by approximately 10 million people.

The Office of Special Events oversees the fundraising and management of Balboa Park December Nights, the largest free-of-charge festival in San Diego. An average of 300,000 people attend San Diego's favorite kick-off to the holiday season which will be one of the signature events featured in the 100th anniversary celebration of Balboa Park in 2015.

The Office of Special Events worked collaboratively with the San Diego Sports Commission and representatives of the visitor industry to develop a Host City bid package that was selected to be part of the United States Bid for the 2018 or 2022 World Cup. The World Cup is one of the world's largest and most prestigious events. Should the United States be selected to host the event in 2018 or 2022 as one of the proposed Host Cities, San Diego would expect to realize an economic impact in current dollars of \$350-\$500 million with an overall national impact of \$6.4 billion. The host nations for 2018 and 2022 will be selected in December 2010.

The City of San Diego continues to serve as an industry leader in the management of special events. The impact of Special Events trends ranging from Homeland Security issues to flash mobs, and extreme sports/stunts has been significant to the special event industry with many agencies and organizations recognizing the potential exposure special events can bring to their municipality. Each year, dozens of municipalities, agencies, and organizations have sought best practices materials and information from the Office of Special Events to use as benchmarks in the establishment of their internal policies and operating procedures. The City of San Diego's reputation as a leader in event management complements the economic development and visitor industry initiatives to bring major national and international events and conventions to San Diego that benefit the regional economy.

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Department Summary

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Positions		3.00		3.00		0.00
Personnel Expenses	\$	310,608	\$	351,645	\$	41,037
Non-Personnel Expenses		256,706		192,629		(64,077)
Total Department Expenses	\$	567,314	\$	544,274	\$	(23,040)
Total Department Revenue	\$	150,000	\$	150,000	\$	–

Transient Occupancy Tax Fund

Department Expenditures

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Special Events	\$	567,314	\$	544,274	\$	(23,040)
Total	\$	567,314	\$	544,274	\$	(23,040)

Department Personnel

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
Special Events		3.00		3.00		0.00
Total		3.00		3.00		0.00

Significant Budget Adjustments

	FTE		Expenditures		Revenue
Non-Personnel Expenditures Adjustment	0.00	\$	4,411	\$	–
Adjustment reflects addition to non-personnel expenditures to balance revenue and expenditures.					
Total	0.00	\$	4,411	\$	–

Expenditures by Category

		FY2010 Budget		FY2011 Adopted		FY2010–2011 Change
PERSONNEL						
Salaries and Wages	\$	211,542	\$	209,916	\$	(1,626)
Fringe Benefits		99,066		141,729		42,663
PERSONNEL SUBTOTAL	\$	310,608	\$	351,645	\$	41,037
NON-PERSONNEL						
Supplies	\$	7,138	\$	9,411	\$	2,273
Contracts		52,403		6,105		(46,298)
Information Technology		185,072		158,800		(26,272)
Energy and Utilities		1,600		2,127		527
Other		10,493		16,186		5,693
NON-PERSONNEL SUBTOTAL	\$	256,706	\$	192,629	\$	(64,077)
Total	\$	567,314	\$	544,274	\$	(23,040)

Special Events

Revenues by Category

		FY2010 Budget		FY2011 Adopted		FY2010-2011 Change
Licenses and Permits	\$	50,000	\$	50,000	\$	—
Charges for Current Services		100,000		100,000		—
Total	\$	150,000	\$	150,000	\$	—

Personnel Expenses

Job Number	Job Class	Job Title / Wages	FY2010 Budget	FY2011 Adopted	Salary Range	Total
20001222	2270	Program Manager	2.00	2.00	\$46,966 - \$172,744	\$ 172,946
20000783	1776	Public Information Clerk	1.00	1.00	31,491 - 37,918	36,970
Salaries and Wages Subtotal			3.00	3.00		\$ 209,916
		Employee Offset Savings				\$ 5,728
		Flexible Benefits				28,495
		Long-Term Disability				1,946
		Medicare				3,135
		Other Post-Employment Benefits				18,990
		Retirement ARC				62,439
		Retirement DROP				1,156
		Retirement Offset Contribution				2,002
		Risk Management Administration				2,940
		Supplemental Pension Savings Plan				13,151
		Unemployment Insurance				454
		Unused Sick Leave				173
		Workers' Compensation				1,120
Fringe Benefits Subtotal						\$ 141,729
Total Personnel Expenses						\$ 351,645

Budget by Program

	FY2011 Positions		FY2011 Expenditures		FY2011 Revenue
General Administration/Management	0.00	\$	16,186	\$	—
IT Non-Discretionary	0.00		158,800		—
Special Events	3.00		369,288		150,000
Total	3.00	\$	544,274	\$	150,000